

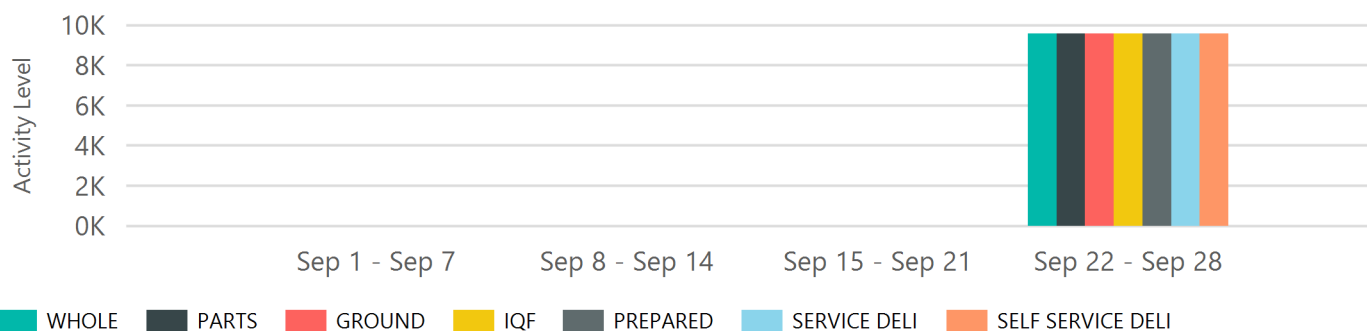


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MARKET HIGHLIGHTS

National summary totals continue their decline into the second ad period of the new month. The one bright spot is incentives to purchase which increase significantly in most regions of the country. The whole bird category reduces price slightly, while volumes remain about the same. B/S breast offer a few deals in bulk pack; tenders also lower prices slightly. Split breasts are back on the scene after taking a rest during last week's run. Leg quarters drop volumes and price, Thighs and drums also reduce volumes and price this week. IQF pushes party wings with an increase in volume and a price hike. The deli offers fried eight piece and finger foods. Specialty items pushes dark meat and breast items. Organics wait for another day. Retailers continue to offer early enticements to consumers to pick up their upcoming seasonal items.

Weekly Activity Index



NATIONAL

METRICS

	Current Week	Previous Week	Previous Year
Total Outlets	28,820		
Activity Index	572,300		
Feature Rate (%)	33.7%		

Item	Environment	Condition	Current Week		Previous Week		Previous Year	
			Stores	Wtd Avg (\$)	Stores	Wtd Avg (\$)	Stores	Wtd Avg (\$)

WHOLE - DOLLARS PER LB

Fresh

CAPON	Conventional	Fresh	19,140	2.28
WHOLE BAGGED FRYER	Conventional	Fresh	19,140	1.08
WHOLE BAGGED FRYER	USDA Organic	Fresh	9,570	4.72
WHOLE BAGGED ROASTER	Conventional	Fresh	19,140	1.08
WHOLE BAKING HEN	Conventional	Fresh	19,140	1.28
WHOLE CORNISH HEN	Conventional	Fresh	19,140	2.28
WHOLE CUT-UP FRYER	Conventional	Fresh	19,140	1.19
WHOLE HEAVY FOWL	Conventional	Fresh	19,140	1.14
WHOLE LIGHT FOWL	Conventional	Fresh	19,140	1.18



PARTS - DOLLARS PER LB

Fresh

9 PIECE COMBO, DRUM-THIGH-BREAST	Conventional	Fresh	19,140	2.28
9 PIECE COMBO, DRUM-THIGH-WING	Conventional	Fresh	19,140	2.38
BREAST CUTLETS/CHOPS	Conventional	Fresh	19,140	2.58
BREAST TENDERS, REGULAR PACK	Conventional	Fresh	19,140	2.58
BREAST TENDERS, VALUE PACK	Conventional	Fresh	19,140	2.48
BREAST, BONELESS/SKINLESS MARINATED	Conventional	Fresh	19,140	3.58
BREAST, BONELESS/SKINLESS THIN-SLICED	Conventional	Fresh	19,140	2.68
BREAST, BONELESS/SKINLESS, REGULAR PACK	Antibiotic Free	Fresh	9,570	6.02
BREAST, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	19,140	2.38
BREAST, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	19,140	2.58
CAPON	Conventional	Fresh	19,140	5.08
DRUMSTICKS, REGULAR PACK	Conventional	Fresh	19,140	1.08
DRUMSTICKS, VALUE PACK	Conventional	Fresh	19,140	1.07
DRUMSTICKS, VALUE PACK	Free Range	Fresh	9,570	4.71
LEG MEAT, BONELESS SKINLESS	Conventional	Fresh	19,140	1.14
LEG MEAT, BONELESS SKINLESS	Kosher	Fresh	9,570	4.78
LEG MEAT, BONELESS SKINLESS MARINATED	Conventional	Fresh	19,140	1.28
LEG QUARTERS, BAGGED	Conventional	Fresh	19,140	1.07
LEG QUARTERS, TRAY PACK	Conventional	Fresh	19,140	1.28
LEGS	Conventional	Fresh	19,140	1.14
THIGHS, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	19,140	2.68
THIGHS, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	19,140	2.58



THIGHS, REGULAR PACK	Conventional	Fresh	19,140	1.08
THIGHS, VALUE PACK	Conventional	Fresh	19,140	1.07
WHOLE WINGS	Conventional	Fresh	19,140	2.08

GROUND - DOLLARS PER LBFresh

GROUND	Conventional	Fresh	19,140	4.08
GROUND BREAST, 90-93%	Conventional	Fresh	19,140	5.08
GROUND BREAST, 98-100%	Conventional	Fresh	19,140	6.08
GROUND PATTIES	Conventional	Fresh	19,140	5.08

IQF - DOLLARS PER LBFrozen

BREAST TENDERS, IQF	Conventional	Frozen	19,140	1.58
BREAST, BONELESS/SKINLESS, IQF	Conventional	Frozen	19,140	2.08
PARTY WINGS, IQF	Conventional	Frozen	19,140	2.58
WHOLE WINGS, IQF	Conventional	Frozen	19,140	2.58

PREPARED - DOLLARS EACHPrepared

FRIED/BAKED CHICKEN, 8-PIECE MIX	Conventional	Prepared	9,570	10.13
FRIED/BAKED, 12-PIECE	Conventional	Prepared	9,570	12.13
FRIED/BAKED, 8-PIECE DARK	Conventional	Prepared	9,570	8.13
ROTISSERIE LEG QUARTER	Conventional	Prepared	9,570	2.63
ROTISSERIE WHOLE BREAST	Conventional	Prepared	9,570	5.13
ROTISSERIE WHOLE, 2.1-3.0 LBS.	Conventional	Prepared	9,570	9.13
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Conventional	Prepared	9,570	8.13
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Halal	Prepared	9,570	11.72

PREPARED - DOLLARS PER LBPrepared

FRIED/BAKED BONE-IN WINGS	Conventional	Prepared	9,570	7.13
FRIED/BAKED BONELESS WINGS	Conventional	Prepared	9,570	6.13
FRIED/BAKED BREAST STRIPS	Conventional	Prepared	9,570	5.13



FRIED/BAKED BREAST TENDERS	Conventional	Prepared	9,570	8.13
FRIED/BAKED POPCORN CHICKEN	Conventional	Prepared	9,570	8.13

PREPARED - DOLLARS PER PIECE

<u>Prepared</u>				
FRIED/BAKED CHICKEN, BULK PACK (\$/PIECE)	Conventional	Prepared	9,570	1.14

SERVICE DELI - DOLLARS PER LB

<u>Prepared</u>				
SERVICE DELI CAT 1	Conventional	Prepared	9,570	10.13
SERVICE DELI CAT 1	Free Range Organic	Prepared	9,570	13.72
SERVICE DELI CAT 2	Conventional	Prepared	9,570	7.13

SELF-SERVICE DELI - DOLLARS EACH

<u>Prepared</u>				
SELF-SERVICE DELI TUB/POUCH 7-10 OUNCES	Conventional	Prepared	9,570	6.13

NORTHEAST REGION (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	5,058	24.2%	72,098

Environment	Condition	Stores	Processor Brand (\$)	Store Brand (\$)	Wtd Avg (\$)
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WHOLE - DOLLARS PER LB

Fresh						
CAPON	Conventional	Fresh	2,444	2.19 - 2.19	2.09 - 2.54	2.28
WHOLE BAGGED FRYER	Conventional	Fresh	2,444	0.99 - 0.99	0.89 - 1.34	1.08
WHOLE BAGGED FRYER	USDA Organic	Fresh	1,222			4.72
WHOLE BAGGED ROASTER	Conventional	Fresh	2,444	0.99 - 0.99	0.89 - 1.34	1.08
WHOLE BAKING HEN	Conventional	Fresh	2,444	1.19 - 1.19	1.09 - 1.54	1.28
WHOLE CORNISH HEN	Conventional	Fresh	2,444	2.19 - 2.19	2.09 - 2.54	2.28
WHOLE CUT-UP FRYER	Conventional	Fresh	2,444	1.10 - 1.10	1.00 - 1.45	1.19
WHOLE HEAVY FOWL	Conventional	Fresh	2,444	1.05 - 1.05	0.95 - 1.40	1.14
WHOLE LIGHT FOWL	Conventional	Fresh	2,444	1.09 - 1.09	0.99 - 1.44	1.18



PARTS - DOLLARS PER LB

Fresh

9 PIECE COMBO, DRUM-THIGH-BREAST	Conventional	Fresh	2,444	2.19 - 2.19	2.09 - 2.54	2.28
9 PIECE COMBO, DRUM-THIGH-WING	Conventional	Fresh	2,444	2.29 - 2.29	2.19 - 2.64	2.38
BREAST CUTLETS/CHOPS	Conventional	Fresh	2,444	2.49 - 2.49	2.39 - 2.84	2.58
BREAST TENDERS, REGULAR PACK	Conventional	Fresh	2,444	2.49 - 2.49	2.39 - 2.84	2.58
BREAST TENDERS, VALUE PACK	Conventional	Fresh	2,444	2.39 - 2.39	2.29 - 2.74	2.48
BREAST, BONELESS/SKINLESS MARINATED	Conventional	Fresh	2,444	3.49 - 3.49	3.39 - 3.84	3.58
BREAST, BONELESS/SKINLESS THIN-SLICED	Conventional	Fresh	2,444	2.59 - 2.59	2.49 - 2.94	2.68
BREAST, BONELESS/SKINLESS, REGULAR PACK	Antibiotic Free	Fresh	1,222			6.02
BREAST, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	2,444	2.29 - 2.29	2.19 - 2.64	2.38
BREAST, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	2,444	2.49 - 2.49	2.39 - 2.84	2.58
CAPON	Conventional	Fresh	2,444	4.99 - 4.99	4.89 - 5.34	5.08
DRUMSTICKS, REGULAR PACK	Conventional	Fresh	2,444	0.99 - 0.99	0.89 - 1.34	1.08
DRUMSTICKS, VALUE PACK	Conventional	Fresh	2,444	0.98 - 0.98	0.88 - 1.33	1.07
DRUMSTICKS, VALUE PACK	Free Range	Fresh	1,222			4.71
LEG MEAT, BONELESS SKINLESS	Conventional	Fresh	2,444	1.05 - 1.05	0.95 - 1.40	1.14
LEG MEAT, BONELESS SKINLESS	Kosher	Fresh	1,222			4.78
LEG MEAT, BONELESS SKINLESS MARINATED	Conventional	Fresh	2,444	1.19 - 1.19	1.09 - 1.54	1.28
LEG QUARTERS, BAGGED	Conventional	Fresh	2,444	0.98 - 0.98	0.88 - 1.33	1.07
LEG QUARTERS, TRAY PACK	Conventional	Fresh	2,444	1.19 - 1.19	1.09 - 1.54	1.28
LEGS	Conventional	Fresh	2,444	1.05 - 1.05	0.95 - 1.40	1.14
THIGHS, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	2,444	2.59 - 2.59	2.49 - 2.94	2.68
THIGHS, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	2,444	2.49 - 2.49	2.39 - 2.84	2.58
THIGHS, REGULAR PACK	Conventional	Fresh	2,444	0.99 - 0.99	0.89 - 1.34	1.08
THIGHS, VALUE PACK	Conventional	Fresh	2,444	0.98 - 0.98	0.88 - 1.33	1.07
WHOLE WINGS	Conventional	Fresh	2,444	1.99 - 1.99	1.89 - 2.34	2.08

GROUND - DOLLARS PER LB

Fresh

GROUND	Conventional	Fresh	2,444	3.99 - 3.99	3.89 - 4.34	4.08
GROUND BREAST, 90-93%	Conventional	Fresh	2,444	4.99 - 4.99	4.89 - 5.34	5.08



GROUND BREAST, 98-100%	Conventional	Fresh	2,444	5.99 - 5.99	5.89 - 6.34	6.08
GROUND PATTIES	Conventional	Fresh	2,444	4.99 - 4.99	4.89 - 5.34	5.08

IQF - DOLLARS PER LB

Frozen

BREAST TENDERS, IQF	Conventional	Frozen	2,444	1.49 - 1.49	1.39 - 1.84	1.58
BREAST, BONELESS/SKINLESS, IQF	Conventional	Frozen	2,444	1.99 - 1.99	1.89 - 2.34	2.08
PARTY WINGS, IQF	Conventional	Frozen	2,444	2.49 - 2.49	2.39 - 2.84	2.58
WHOLE WINGS, IQF	Conventional	Frozen	2,444	2.49 - 2.49	2.39 - 2.84	2.58

PREPARED - DOLLARS EACH

Prepared

FRIED/BAKED CHICKEN, 8-PIECE MIX	Conventional	Prepared	1,222		9.99 - 10.44	10.13
FRIED/BAKED, 12-PIECE	Conventional	Prepared	1,222		11.99 - 12.44	12.13
FRIED/BAKED, 8-PIECE DARK	Conventional	Prepared	1,222		7.99 - 8.44	8.13
ROTISSERIE LEG QUARTER	Conventional	Prepared	1,222		2.49 - 2.94	2.63
ROTISSERIE WHOLE BREAST	Conventional	Prepared	1,222		4.99 - 5.44	5.13
ROTISSERIE WHOLE, 2.1-3.0 LBS.	Conventional	Prepared	1,222		8.99 - 9.44	9.13
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Conventional	Prepared	1,222		7.99 - 8.44	8.13
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Halal	Prepared	1,222			11.72

PREPARED - DOLLARS PER LB

Prepared

FRIED/BAKED BONE-IN WINGS	Conventional	Prepared	1,222		6.99 - 7.44	7.13
FRIED/BAKED BONELESS WINGS	Conventional	Prepared	1,222		5.99 - 6.44	6.13
FRIED/BAKED BREAST STRIPS	Conventional	Prepared	1,222		4.99 - 5.44	5.13
FRIED/BAKED BREAST TENDERS	Conventional	Prepared	1,222		7.99 - 8.44	8.13
FRIED/BAKED POPCORN CHICKEN	Conventional	Prepared	1,222		7.99 - 8.44	8.13

PREPARED - DOLLARS PER PIECE

Prepared

FRIED/BAKED CHICKEN, BULK PACK (\$/PIECE)	Conventional	Prepared	1,222		1.00 - 1.45	1.14
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SERVICE DELI - DOLLARS PER LB

<u>Prepared</u>						
SERVICE DELI CAT 1	Conventional	Prepared	1,222		9.99 - 10.44	10.13
SERVICE DELI CAT 1	Free Range Organic	Prepared	1,222			13.72
SERVICE DELI CAT 2	Conventional	Prepared	1,222		6.99 - 7.44	7.13

SELF-SERVICE DELI - DOLLARS EACH

<u>Prepared</u>						
SELF-SERVICE DELI TUB/POUCH 7-10 ounces	Conventional	Prepared	1,222		5.99 - 6.44	6.13

SOUTHEAST REGION (AL, FL, GA, MS, NC, SC, TN, VA, WV)

METRICS

	Total Outlets	Feature Rate	Activity Index			
Current Week	7,284	32.8%	140,833			
	Environment	Condition	Stores	Processor Brand (\$)	Store Brand (\$)	Wtd Avg (\$)

WHOLE - DOLLARS PER LB

<u>Fresh</u>						
CAPON	Conventional	Fresh	4,774	2.19 - 2.19	2.09 - 2.54	2.27
WHOLE BAGGED FRYER	Conventional	Fresh	4,774	0.99 - 0.99	0.89 - 1.34	1.07
WHOLE BAGGED FRYER	USDA Organic	Fresh	2,387			4.71
WHOLE BAGGED ROASTER	Conventional	Fresh	4,774	0.99 - 0.99	0.89 - 1.34	1.07
WHOLE BAKING HEN	Conventional	Fresh	4,774	1.19 - 1.19	1.09 - 1.54	1.27
WHOLE CORNISH HEN	Conventional	Fresh	4,774	2.19 - 2.19	2.09 - 2.54	2.27
WHOLE CUT-UP FRYER	Conventional	Fresh	4,774	1.10 - 1.10	1.00 - 1.45	1.18
WHOLE HEAVY FOWL	Conventional	Fresh	4,774	1.05 - 1.05	0.95 - 1.40	1.13
WHOLE LIGHT FOWL	Conventional	Fresh	4,774	1.09 - 1.09	0.99 - 1.44	1.17

PARTS - DOLLARS PER LB

<u>Fresh</u>						
9 PIECE COMBO, DRUM-THIGH-BREAST	Conventional	Fresh	4,774	2.19 - 2.19	2.09 - 2.54	2.27
9 PIECE COMBO, DRUM-THIGH-WING	Conventional	Fresh	4,774	2.29 - 2.29	2.19 - 2.64	2.37
BREAST CUTLETS/CHOPS	Conventional	Fresh	4,774	2.49 - 2.49	2.39 - 2.84	2.57
BREAST TENDERS, REGULAR PACK	Conventional	Fresh	4,774	2.49 - 2.49	2.39 - 2.84	2.57
BREAST TENDERS, VALUE PACK	Conventional	Fresh	4,774	2.39 - 2.39	2.29 - 2.74	2.47



BREAST, BONELESS/SKINLESS MARINATED	Conventional	Fresh	4,774	3.49 - 3.49	3.39 - 3.84	3.57
BREAST, BONELESS/SKINLESS THIN-SLICED	Conventional	Fresh	4,774	2.59 - 2.59	2.49 - 2.94	2.67
BREAST, BONELESS/SKINLESS, REGULAR PACK	Antibiotic Free	Fresh	2,387			6.01
BREAST, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	4,774	2.29 - 2.29	2.19 - 2.64	2.37
BREAST, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	4,774	2.49 - 2.49	2.39 - 2.84	2.57
CAPON	Conventional	Fresh	4,774	4.99 - 4.99	4.89 - 5.34	5.07
DRUMSTICKS, REGULAR PACK	Conventional	Fresh	4,774	0.99 - 0.99	0.89 - 1.34	1.07
DRUMSTICKS, VALUE PACK	Conventional	Fresh	4,774	0.98 - 0.98	0.88 - 1.33	1.06
DRUMSTICKS, VALUE PACK	Free Range	Fresh	2,387			4.70
LEG MEAT, BONELESS SKINLESS	Conventional	Fresh	4,774	1.05 - 1.05	0.95 - 1.40	1.13
LEG MEAT, BONELESS SKINLESS	Kosher	Fresh	2,387			4.77
LEG MEAT, BONELESS SKINLESS MARINATED	Conventional	Fresh	4,774	1.19 - 1.19	1.09 - 1.54	1.27
LEG QUARTERS, BAGGED	Conventional	Fresh	4,774	0.98 - 0.98	0.88 - 1.33	1.06
LEG QUARTERS, TRAY PACK	Conventional	Fresh	4,774	1.19 - 1.19	1.09 - 1.54	1.27
LEGS	Conventional	Fresh	4,774	1.05 - 1.05	0.95 - 1.40	1.13
THIGHS, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	4,774	2.59 - 2.59	2.49 - 2.94	2.67
THIGHS, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	4,774	2.49 - 2.49	2.39 - 2.84	2.57
THIGHS, REGULAR PACK	Conventional	Fresh	4,774	0.99 - 0.99	0.89 - 1.34	1.07
THIGHS, VALUE PACK	Conventional	Fresh	4,774	0.98 - 0.98	0.88 - 1.33	1.06
WHOLE WINGS	Conventional	Fresh	4,774	1.99 - 1.99	1.89 - 2.34	2.07

GROUND - DOLLARS PER LB

Fresh

GROUND	Conventional	Fresh	4,774	3.99 - 3.99	3.89 - 4.34	4.07
GROUND BREAST, 90-93%	Conventional	Fresh	4,774	4.99 - 4.99	4.89 - 5.34	5.07
GROUND BREAST, 98-100%	Conventional	Fresh	4,774	5.99 - 5.99	5.89 - 6.34	6.07
GROUND PATTIES	Conventional	Fresh	4,774	4.99 - 4.99	4.89 - 5.34	5.07

IQF - DOLLARS PER LB

Frozen

BREAST TENDERS, IQF	Conventional	Frozen	4,774	1.49 - 1.49	1.39 - 1.84	1.57
BREAST, BONELESS/SKINLESS, IQF	Conventional	Frozen	4,774	1.99 - 1.99	1.89 - 2.34	2.07
PARTY WINGS, IQF	Conventional	Frozen	4,774	2.49 - 2.49	2.39 - 2.84	2.57



WHOLE WINGS, IQF	Conventional	Frozen	4,774	2.49 - 2.49	2.39 - 2.84	2.57
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PREPARED - DOLLARS EACH

<u>Prepared</u>						
FRIED/BAKED CHICKEN, 8-PIECE MIX	Conventional	Prepared	2,387		9.99 - 10.44	10.12
FRIED/BAKED, 12-PIECE	Conventional	Prepared	2,387		11.99 - 12.44	12.12
FRIED/BAKED, 8-PIECE DARK	Conventional	Prepared	2,387		7.99 - 8.44	8.12
ROTISSERIE LEG QUARTER	Conventional	Prepared	2,387		2.49 - 2.94	2.62
ROTISSERIE WHOLE BREAST	Conventional	Prepared	2,387		4.99 - 5.44	5.12
ROTISSERIE WHOLE, 2.1-3.0 LBS.	Conventional	Prepared	2,387		8.99 - 9.44	9.12
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Conventional	Prepared	2,387		7.99 - 8.44	8.12
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Halal	Prepared	2,387			11.71

PREPARED - DOLLARS PER LB

<u>Prepared</u>						
FRIED/BAKED BONE-IN WINGS	Conventional	Prepared	2,387		6.99 - 7.44	7.12
FRIED/BAKED BONELESS WINGS	Conventional	Prepared	2,387		5.99 - 6.44	6.12
FRIED/BAKED BREAST STRIPS	Conventional	Prepared	2,387		4.99 - 5.44	5.12
FRIED/BAKED BREAST TENDERS	Conventional	Prepared	2,387		7.99 - 8.44	8.12
FRIED/BAKED POPCORN CHICKEN	Conventional	Prepared	2,387		7.99 - 8.44	8.12

PREPARED - DOLLARS PER PIECE

<u>Prepared</u>						
FRIED/BAKED CHICKEN, BULK PACK (\$/PIECE)	Conventional	Prepared	2,387		1.00 - 1.45	1.13

SERVICE DELI - DOLLARS PER LB

<u>Prepared</u>						
SERVICE DELI CAT 1	Conventional	Prepared	2,387		9.99 - 10.44	10.12
SERVICE DELI CAT 1	Free Range Organic	Prepared	2,387			13.71
SERVICE DELI CAT 2	Conventional	Prepared	2,387		6.99 - 7.44	7.12

SELF-SERVICE DELI - DOLLARS EACH



Prepared

SELF-SERVICE DELI TUB/POUCH 7-10 ounces	Conventional	Prepared	2,387	5.99 - 6.44	6.12
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MIDWEST REGION (IA, IL, IN, KY, MI, MN, NE, OH, SD, WI)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	5,600	43.9%	145,081

Environment	Condition	Stores	Processor Brand (\$)	Store Brand (\$)	Wtd Avg (\$)
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WHOLE - DOLLARS PER LB

Fresh

CAPON	Conventional	Fresh	4,658	2.19 - 2.19	2.09 - 2.54	2.27
WHOLE BAGGED FRYER	Conventional	Fresh	4,658	0.99 - 0.99	0.89 - 1.34	1.07
WHOLE BAGGED FRYER	USDA Organic	Fresh	2,329			4.71
WHOLE BAGGED ROASTER	Conventional	Fresh	4,658	0.99 - 0.99	0.89 - 1.34	1.07
WHOLE BAKING HEN	Conventional	Fresh	4,658	1.19 - 1.19	1.09 - 1.54	1.27
WHOLE CORNISH HEN	Conventional	Fresh	4,658	2.19 - 2.19	2.09 - 2.54	2.27
WHOLE CUT-UP FRYER	Conventional	Fresh	4,658	1.10 - 1.10	1.00 - 1.45	1.18
WHOLE HEAVY FOWL	Conventional	Fresh	4,658	1.05 - 1.05	0.95 - 1.40	1.13
WHOLE LIGHT FOWL	Conventional	Fresh	4,658	1.09 - 1.09	0.99 - 1.44	1.17

PARTS - DOLLARS PER LB

Fresh

9 PIECE COMBO, DRUM-THIGH-BREAST	Conventional	Fresh	4,658	2.19 - 2.19	2.09 - 2.54	2.27
9 PIECE COMBO, DRUM-THIGH-WING	Conventional	Fresh	4,658	2.29 - 2.29	2.19 - 2.64	2.37
BREAST CUTLETS/CHOPS	Conventional	Fresh	4,658	2.49 - 2.49	2.39 - 2.84	2.57
BREAST TENDERS, REGULAR PACK	Conventional	Fresh	4,658	2.49 - 2.49	2.39 - 2.84	2.57
BREAST TENDERS, VALUE PACK	Conventional	Fresh	4,658	2.39 - 2.39	2.29 - 2.74	2.47
BREAST, BONELESS/SKINLESS MARINATED	Conventional	Fresh	4,658	3.49 - 3.49	3.39 - 3.84	3.57
BREAST, BONELESS/SKINLESS THIN-SLICED	Conventional	Fresh	4,658	2.59 - 2.59	2.49 - 2.94	2.67
BREAST, BONELESS/SKINLESS, REGULAR PACK	Antibiotic Free	Fresh	2,329			6.01
BREAST, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	4,658	2.29 - 2.29	2.19 - 2.64	2.37



BREAST, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	4,658	2.49 - 2.49	2.39 - 2.84	2.57
CAPON	Conventional	Fresh	4,658	4.99 - 4.99	4.89 - 5.34	5.07
DRUMSTICKS, REGULAR PACK	Conventional	Fresh	4,658	0.99 - 0.99	0.89 - 1.34	1.07
DRUMSTICKS, VALUE PACK	Conventional	Fresh	4,658	0.98 - 0.98	0.88 - 1.33	1.06
DRUMSTICKS, VALUE PACK	Free Range	Fresh	2,329			4.70
LEG MEAT, BONELESS SKINLESS	Conventional	Fresh	4,658	1.05 - 1.05	0.95 - 1.40	1.13
LEG MEAT, BONELESS SKINLESS	Kosher	Fresh	2,329			4.77
LEG MEAT, BONELESS SKINLESS MARINATED	Conventional	Fresh	4,658	1.19 - 1.19	1.09 - 1.54	1.27
LEG QUARTERS, BAGGED	Conventional	Fresh	4,658	0.98 - 0.98	0.88 - 1.33	1.06
LEG QUARTERS, TRAY PACK	Conventional	Fresh	4,658	1.19 - 1.19	1.09 - 1.54	1.27
LEGS	Conventional	Fresh	4,658	1.05 - 1.05	0.95 - 1.40	1.13
THIGHS, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	4,658	2.59 - 2.59	2.49 - 2.94	2.67
THIGHS, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	4,658	2.49 - 2.49	2.39 - 2.84	2.57
THIGHS, REGULAR PACK	Conventional	Fresh	4,658	0.99 - 0.99	0.89 - 1.34	1.07
THIGHS, VALUE PACK	Conventional	Fresh	4,658	0.98 - 0.98	0.88 - 1.33	1.06
WHOLE WINGS	Conventional	Fresh	4,658	1.99 - 1.99	1.89 - 2.34	2.07

GROUND - DOLLARS PER LB

Fresh

GROUND	Conventional	Fresh	4,658	3.99 - 3.99	3.89 - 4.34	4.07
GROUND BREAST, 90-93%	Conventional	Fresh	4,658	4.99 - 4.99	4.89 - 5.34	5.07
GROUND BREAST, 98-100%	Conventional	Fresh	4,658	5.99 - 5.99	5.89 - 6.34	6.07
GROUND PATTIES	Conventional	Fresh	4,658	4.99 - 4.99	4.89 - 5.34	5.07

IQF - DOLLARS PER LB

Frozen

BREAST TENDERS, IQF	Conventional	Frozen	4,658	1.49 - 1.49	1.39 - 1.84	1.57
BREAST, BONELESS/SKINLESS, IQF	Conventional	Frozen	4,658	1.99 - 1.99	1.89 - 2.34	2.07
PARTY WINGS, IQF	Conventional	Frozen	4,658	2.49 - 2.49	2.39 - 2.84	2.57
WHOLE WINGS, IQF	Conventional	Frozen	4,658	2.49 - 2.49	2.39 - 2.84	2.57

PREPARED - DOLLARS EACH

Prepared

FRIED/BAKED CHICKEN, 8-PIECE MIX	Conventional	Prepared	2,329		9.99 - 10.44	10.12
FRIED/BAKED, 12-PIECE	Conventional	Prepared	2,329		11.99 - 12.44	12.12



FRIED/BAKED, 8-PIECE DARK	Conventional	Prepared	2,329	7.99 - 8.44	8.12
ROTISSERIE LEG QUARTER	Conventional	Prepared	2,329	2.49 - 2.94	2.62
ROTISSERIE WHOLE BREAST	Conventional	Prepared	2,329	4.99 - 5.44	5.12
ROTISSERIE WHOLE, 2.1-3.0 LBS.	Conventional	Prepared	2,329	8.99 - 9.44	9.12
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Conventional	Prepared	2,329	7.99 - 8.44	8.12
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Halal	Prepared	2,329		11.71

PREPARED - DOLLARS PER LB

<u>Prepared</u>					
FRIED/BAKED BONE-IN WINGS	Conventional	Prepared	2,329	6.99 - 7.44	7.12
FRIED/BAKED BONELESS WINGS	Conventional	Prepared	2,329	5.99 - 6.44	6.12
FRIED/BAKED BREAST STRIPS	Conventional	Prepared	2,329	4.99 - 5.44	5.12
FRIED/BAKED BREAST TENDERS	Conventional	Prepared	2,329	7.99 - 8.44	8.12
FRIED/BAKED POPCORN CHICKEN	Conventional	Prepared	2,329	7.99 - 8.44	8.12

PREPARED - DOLLARS PER PIECE

<u>Prepared</u>					
FRIED/BAKED CHICKEN, BULK PACK (\$/PIECE)	Conventional	Prepared	2,329	1.00 - 1.45	1.13

SERVICE DELI - DOLLARS PER LB

<u>Prepared</u>					
SERVICE DELI CAT 1	Conventional	Prepared	2,329	9.99 - 10.44	10.12
SERVICE DELI CAT 1	Free Range Organic	Prepared	2,329		13.71
SERVICE DELI CAT 2	Conventional	Prepared	2,329	6.99 - 7.44	7.12

SELF-SERVICE DELI - DOLLARS EACH

<u>Prepared</u>					
SELF-SERVICE DELI TUB/POUCH 7-10 ounces	Conventional	Prepared	2,329	5.99 - 6.44	6.12

SOUTH CENTRAL REGION (AR, CO, KS, LA, MO, NM, OK, TX)

<u>METRICS</u>					
		Total Outlets	Feature Rate	Activity Index	
Current Week		4,892	37.3%	107,557	



	Environment	Condition	Stores	Processor Brand (\$)	Store Brand (\$)	Wtd Avg (\$)
WHOLE - DOLLARS PER LB						
<u>Fresh</u>						
CAPON	Conventional	Fresh	3,646	2.19 - 2.19	2.09 - 2.54	2.25
WHOLE BAGGED FRYER	Conventional	Fresh	3,646	0.99 - 0.99	0.89 - 1.34	1.05
WHOLE BAGGED FRYER	USDA Organic	Fresh	1,823			4.69
WHOLE BAGGED ROASTER	Conventional	Fresh	3,646	0.99 - 0.99	0.89 - 1.34	1.05
WHOLE BAKING HEN	Conventional	Fresh	3,646	1.19 - 1.19	1.09 - 1.54	1.25
WHOLE CORNISH HEN	Conventional	Fresh	3,646	2.19 - 2.19	2.09 - 2.54	2.25
WHOLE CUT-UP FRYER	Conventional	Fresh	3,646	1.10 - 1.10	1.00 - 1.45	1.16
WHOLE HEAVY FOWL	Conventional	Fresh	3,646	1.05 - 1.05	0.95 - 1.40	1.11
WHOLE LIGHT FOWL	Conventional	Fresh	3,646	1.09 - 1.09	0.99 - 1.44	1.15
PARTS - DOLLARS PER LB						
<u>Fresh</u>						
9 PIECE COMBO, DRUM-THIGH-BREAST	Conventional	Fresh	3,646	2.19 - 2.19	2.09 - 2.54	2.25
9 PIECE COMBO, DRUM-THIGH-WING	Conventional	Fresh	3,646	2.29 - 2.29	2.19 - 2.64	2.35
BREAST CUTLETS/CHOPS	Conventional	Fresh	3,646	2.49 - 2.49	2.39 - 2.84	2.55
BREAST TENDERS, REGULAR PACK	Conventional	Fresh	3,646	2.49 - 2.49	2.39 - 2.84	2.55
BREAST TENDERS, VALUE PACK	Conventional	Fresh	3,646	2.39 - 2.39	2.29 - 2.74	2.45
BREAST, BONELESS/SKINLESS MARINATED	Conventional	Fresh	3,646	3.49 - 3.49	3.39 - 3.84	3.55
BREAST, BONELESS/SKINLESS THIN-SLICED	Conventional	Fresh	3,646	2.59 - 2.59	2.49 - 2.94	2.65
BREAST, BONELESS/SKINLESS, REGULAR PACK	Antibiotic Free	Fresh	1,823			5.99
BREAST, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	3,646	2.29 - 2.29	2.19 - 2.64	2.35
BREAST, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	3,646	2.49 - 2.49	2.39 - 2.84	2.55
CAPON	Conventional	Fresh	3,646	4.99 - 4.99	4.89 - 5.34	5.05
DRUMSTICKS, REGULAR PACK	Conventional	Fresh	3,646	0.99 - 0.99	0.89 - 1.34	1.05
DRUMSTICKS, VALUE PACK	Conventional	Fresh	3,646	0.98 - 0.98	0.88 - 1.33	1.04
DRUMSTICKS, VALUE PACK	Free Range	Fresh	1,823			4.68
LEG MEAT, BONELESS SKINLESS	Conventional	Fresh	3,646	1.05 - 1.05	0.95 - 1.40	1.11
LEG MEAT, BONELESS SKINLESS	Kosher	Fresh	1,823			4.75
LEG MEAT, BONELESS SKINLESS MARINATED	Conventional	Fresh	3,646	1.19 - 1.19	1.09 - 1.54	1.25



LEG QUARTERS, BAGGED	Conventional	Fresh	3,646	0.98 - 0.98	0.88 - 1.33	1.04
LEG QUARTERS, TRAY PACK	Conventional	Fresh	3,646	1.19 - 1.19	1.09 - 1.54	1.25
LEGS	Conventional	Fresh	3,646	1.05 - 1.05	0.95 - 1.40	1.11
THIGHS, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	3,646	2.59 - 2.59	2.49 - 2.94	2.65
THIGHS, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	3,646	2.49 - 2.49	2.39 - 2.84	2.55
THIGHS, REGULAR PACK	Conventional	Fresh	3,646	0.99 - 0.99	0.89 - 1.34	1.05
THIGHS, VALUE PACK	Conventional	Fresh	3,646	0.98 - 0.98	0.88 - 1.33	1.04
WHOLE WINGS	Conventional	Fresh	3,646	1.99 - 1.99	1.89 - 2.34	2.05

GROUND - DOLLARS PER LB

Fresh

GROUND	Conventional	Fresh	3,646	3.99 - 3.99	3.89 - 4.34	4.05
GROUND BREAST, 90-93%	Conventional	Fresh	3,646	4.99 - 4.99	4.89 - 5.34	5.05
GROUND BREAST, 98-100%	Conventional	Fresh	3,646	5.99 - 5.99	5.89 - 6.34	6.05
GROUND PATTIES	Conventional	Fresh	3,646	4.99 - 4.99	4.89 - 5.34	5.05

IQF - DOLLARS PER LB

Frozen

BREAST TENDERS, IQF	Conventional	Frozen	3,646	1.49 - 1.49	1.39 - 1.84	1.55
BREAST, BONELESS/SKINLESS, IQF	Conventional	Frozen	3,646	1.99 - 1.99	1.89 - 2.34	2.05
PARTY WINGS, IQF	Conventional	Frozen	3,646	2.49 - 2.49	2.39 - 2.84	2.55
WHOLE WINGS, IQF	Conventional	Frozen	3,646	2.49 - 2.49	2.39 - 2.84	2.55

PREPARED - DOLLARS EACH

Prepared

FRIED/BAKED CHICKEN, 8-PIECE MIX	Conventional	Prepared	1,823		9.99 - 10.44	10.10
FRIED/BAKED, 12-PIECE	Conventional	Prepared	1,823		11.99 - 12.44	12.10
FRIED/BAKED, 8-PIECE DARK	Conventional	Prepared	1,823		7.99 - 8.44	8.10
ROTISSERIE LEG QUARTER	Conventional	Prepared	1,823		2.49 - 2.94	2.60
ROTISSERIE WHOLE BREAST	Conventional	Prepared	1,823		4.99 - 5.44	5.10
ROTISSERIE WHOLE, 2.1-3.0 LBS.	Conventional	Prepared	1,823		8.99 - 9.44	9.10
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Conventional	Prepared	1,823		7.99 - 8.44	8.10
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Halal	Prepared	1,823			11.69



PREPARED - DOLLARS PER LB

<u>Prepared</u>						
FRIED/BAKED BONE-IN WINGS	Conventional	Prepared	1,823	6.99 - 7.44	7.10	
FRIED/BAKED BONELESS WINGS	Conventional	Prepared	1,823	5.99 - 6.44	6.10	
FRIED/BAKED BREAST STRIPS	Conventional	Prepared	1,823	4.99 - 5.44	5.10	
FRIED/BAKED BREAST TENDERS	Conventional	Prepared	1,823	7.99 - 8.44	8.10	
FRIED/BAKED POPCORN CHICKEN	Conventional	Prepared	1,823	7.99 - 8.44	8.10	

PREPARED - DOLLARS PER PIECE

<u>Prepared</u>						
FRIED/BAKED CHICKEN, BULK PACK (\$/PIECE)	Conventional	Prepared	1,823	1.00 - 1.45	1.11	

SERVICE DELI - DOLLARS PER LB

<u>Prepared</u>						
SERVICE DELI CAT 1	Conventional	Prepared	1,823	9.99 - 10.44	10.10	
SERVICE DELI CAT 1	Free Range Organic	Prepared	1,823		13.69	
SERVICE DELI CAT 2	Conventional	Prepared	1,823	6.99 - 7.44	7.10	

SELF-SERVICE DELI - DOLLARS EACH

<u>Prepared</u>						
SELF-SERVICE DELI TUB/POUCH 7-10 ounces	Conventional	Prepared	1,823	5.99 - 6.44	6.10	

SOUTHWEST REGION (AZ, CA, NV, UT)

METRICS

	Total Outlets	Feature Rate	Activity Index			
Current Week	4,342	22.2%	56,935			
	Environment	Condition	Stores	Processor Brand (\$)	Store Brand (\$)	Wtd Avg (\$)

WHOLE - DOLLARS PER LB

<u>Fresh</u>						
CAPON	Conventional	Fresh	1,930	2.19 - 2.19	2.09 - 2.54	2.35
WHOLE BAGGED FRYER	Conventional	Fresh	1,930	0.99 - 0.99	0.89 - 1.34	1.15
WHOLE BAGGED FRYER	USDA Organic	Fresh	965			4.79
WHOLE BAGGED ROASTER	Conventional	Fresh	1,930	0.99 - 0.99	0.89 - 1.34	1.15



WHOLE BAKING HEN	Conventional	Fresh	1,930	1.19 - 1.19	1.09 - 1.54	1.35
WHOLE CORNISH HEN	Conventional	Fresh	1,930	2.19 - 2.19	2.09 - 2.54	2.35
WHOLE CUT-UP FRYER	Conventional	Fresh	1,930	1.10 - 1.10	1.00 - 1.45	1.26
WHOLE HEAVY FOWL	Conventional	Fresh	1,930	1.05 - 1.05	0.95 - 1.40	1.21
WHOLE LIGHT FOWL	Conventional	Fresh	1,930	1.09 - 1.09	0.99 - 1.44	1.25

PARTS - DOLLARS PER LBFresh

9 PIECE COMBO, DRUM-THIGH-BREAST	Conventional	Fresh	1,930	2.19 - 2.19	2.09 - 2.54	2.35
9 PIECE COMBO, DRUM-THIGH-WING	Conventional	Fresh	1,930	2.29 - 2.29	2.19 - 2.64	2.45
BREAST CUTLETS/CHOPS	Conventional	Fresh	1,930	2.49 - 2.49	2.39 - 2.84	2.65
BREAST TENDERS, REGULAR PACK	Conventional	Fresh	1,930	2.49 - 2.49	2.39 - 2.84	2.65
BREAST TENDERS, VALUE PACK	Conventional	Fresh	1,930	2.39 - 2.39	2.29 - 2.74	2.55
BREAST, BONELESS/SKINLESS MARINATED	Conventional	Fresh	1,930	3.49 - 3.49	3.39 - 3.84	3.65
BREAST, BONELESS/SKINLESS THIN-SLICED	Conventional	Fresh	1,930	2.59 - 2.59	2.49 - 2.94	2.75
BREAST, BONELESS/SKINLESS, REGULAR PACK	Antibiotic Free	Fresh	965			6.09
BREAST, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	1,930	2.29 - 2.29	2.19 - 2.64	2.45
BREAST, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	1,930	2.49 - 2.49	2.39 - 2.84	2.65
CAPON	Conventional	Fresh	1,930	4.99 - 4.99	4.89 - 5.34	5.15
DRUMSTICKS, REGULAR PACK	Conventional	Fresh	1,930	0.99 - 0.99	0.89 - 1.34	1.15
DRUMSTICKS, VALUE PACK	Conventional	Fresh	1,930	0.98 - 0.98	0.88 - 1.33	1.14
DRUMSTICKS, VALUE PACK	Free Range	Fresh	965			4.78
LEG MEAT, BONELESS SKINLESS	Conventional	Fresh	1,930	1.05 - 1.05	0.95 - 1.40	1.21
LEG MEAT, BONELESS SKINLESS	Kosher	Fresh	965			4.85
LEG MEAT, BONELESS SKINLESS MARINATED	Conventional	Fresh	1,930	1.19 - 1.19	1.09 - 1.54	1.35
LEG QUARTERS, BAGGED	Conventional	Fresh	1,930	0.98 - 0.98	0.88 - 1.33	1.14
LEG QUARTERS, TRAY PACK	Conventional	Fresh	1,930	1.19 - 1.19	1.09 - 1.54	1.35
LEGS	Conventional	Fresh	1,930	1.05 - 1.05	0.95 - 1.40	1.21
THIGHS, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	1,930	2.59 - 2.59	2.49 - 2.94	2.75
THIGHS, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	1,930	2.49 - 2.49	2.39 - 2.84	2.65
THIGHS, REGULAR PACK	Conventional	Fresh	1,930	0.99 - 0.99	0.89 - 1.34	1.15
THIGHS, VALUE PACK	Conventional	Fresh	1,930	0.98 - 0.98	0.88 - 1.33	1.14
WHOLE WINGS	Conventional	Fresh	1,930	1.99 - 1.99	1.89 - 2.34	2.15



GROUND - DOLLARS PER LB

Fresh

GROUND	Conventional	Fresh	1,930	3.99 - 3.99	3.89 - 4.34	4.15
GROUND BREAST, 90-93%	Conventional	Fresh	1,930	4.99 - 4.99	4.89 - 5.34	5.15
GROUND BREAST, 98-100%	Conventional	Fresh	1,930	5.99 - 5.99	5.89 - 6.34	6.15
GROUND PATTIES	Conventional	Fresh	1,930	4.99 - 4.99	4.89 - 5.34	5.15

IQF - DOLLARS PER LB

Frozen

BREAST TENDERS, IQF	Conventional	Frozen	1,930	1.49 - 1.49	1.39 - 1.84	1.65
BREAST, BONELESS/SKINLESS, IQF	Conventional	Frozen	1,930	1.99 - 1.99	1.89 - 2.34	2.15
PARTY WINGS, IQF	Conventional	Frozen	1,930	2.49 - 2.49	2.39 - 2.84	2.65
WHOLE WINGS, IQF	Conventional	Frozen	1,930	2.49 - 2.49	2.39 - 2.84	2.65

PREPARED - DOLLARS EACH

Prepared

FRIED/BAKED CHICKEN, 8-PIECE MIX	Conventional	Prepared	965		9.99 - 10.44	10.20
FRIED/BAKED, 12-PIECE	Conventional	Prepared	965		11.99 - 12.44	12.20
FRIED/BAKED, 8-PIECE DARK	Conventional	Prepared	965		7.99 - 8.44	8.20
ROTISSERIE LEG QUARTER	Conventional	Prepared	965		2.49 - 2.94	2.70
ROTISSERIE WHOLE BREAST	Conventional	Prepared	965		4.99 - 5.44	5.20
ROTISSERIE WHOLE, 2.1-3.0 LBS.	Conventional	Prepared	965		8.99 - 9.44	9.20
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Conventional	Prepared	965		7.99 - 8.44	8.20
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Halal	Prepared	965			11.79

PREPARED - DOLLARS PER LB

Prepared

FRIED/BAKED BONE-IN WINGS	Conventional	Prepared	965		6.99 - 7.44	7.20
FRIED/BAKED BONELESS WINGS	Conventional	Prepared	965		5.99 - 6.44	6.20
FRIED/BAKED BREAST STRIPS	Conventional	Prepared	965		4.99 - 5.44	5.20
FRIED/BAKED BREAST TENDERS	Conventional	Prepared	965		7.99 - 8.44	8.20
FRIED/BAKED POPCORN CHICKEN	Conventional	Prepared	965		7.99 - 8.44	8.20



PREPARED - DOLLARS PER PIECE

<u>Prepared</u>						
FRIED/BAKED CHICKEN, BULK PACK (\$/PIECE)	Conventional	Prepared	965		1.00 - 1.45	1.21

SERVICE DELI - DOLLARS PER LB

<u>Prepared</u>						
SERVICE DELI CAT 1	Conventional	Prepared	965		9.99 - 10.44	10.20
SERVICE DELI CAT 1	Free Range Organic	Prepared	965			13.79
SERVICE DELI CAT 2	Conventional	Prepared	965		6.99 - 7.44	7.20

SELF-SERVICE DELI - DOLLARS EACH

<u>Prepared</u>						
SELF-SERVICE DELI TUB/POUCH 7-10 ounces	Conventional	Prepared	965		5.99 - 6.44	6.20

NORTHWEST REGION (ID, MT, OR, WA, WY)

METRICS

	Total Outlets	Feature Rate	Activity Index			
Current Week	1,452	50.4%	43,188			
	Environment	Condition	Stores	Processor Brand (\$)	Store Brand (\$)	Wtd Avg (\$)

WHOLE - DOLLARS PER LB

<u>Fresh</u>						
CAPON	Conventional	Fresh	1,464	2.24 - 2.24	2.14 - 2.54	2.38
WHOLE BAGGED FRYER	Conventional	Fresh	1,464	1.04 - 1.04	0.94 - 1.34	1.18
WHOLE BAGGED FRYER	USDA Organic	Fresh	732			4.82
WHOLE BAGGED ROASTER	Conventional	Fresh	1,464	1.04 - 1.04	0.94 - 1.34	1.18
WHOLE BAKING HEN	Conventional	Fresh	1,464	1.24 - 1.24	1.14 - 1.54	1.38
WHOLE CORNISH HEN	Conventional	Fresh	1,464	2.24 - 2.24	2.14 - 2.54	2.38
WHOLE CUT-UP FRYER	Conventional	Fresh	1,464	1.15 - 1.15	1.05 - 1.45	1.29
WHOLE HEAVY FOWL	Conventional	Fresh	1,464	1.10 - 1.10	1.00 - 1.40	1.24
WHOLE LIGHT FOWL	Conventional	Fresh	1,464	1.14 - 1.14	1.04 - 1.44	1.28

PARTS - DOLLARS PER LB

Fresh

9 PIECE COMBO, DRUM-THIGH-BREAST	Conventional	Fresh	1,464	2.24 - 2.24	2.14 - 2.54	2.38
9 PIECE COMBO, DRUM-THIGH-WING	Conventional	Fresh	1,464	2.34 - 2.34	2.24 - 2.64	2.48
BREAST CUTLETS/CHOPS	Conventional	Fresh	1,464	2.54 - 2.54	2.44 - 2.84	2.68
BREAST TENDERS, REGULAR PACK	Conventional	Fresh	1,464	2.54 - 2.54	2.44 - 2.84	2.68
BREAST TENDERS, VALUE PACK	Conventional	Fresh	1,464	2.44 - 2.44	2.34 - 2.74	2.58
BREAST, BONELESS/SKINLESS MARINATED	Conventional	Fresh	1,464	3.54 - 3.54	3.44 - 3.84	3.68
BREAST, BONELESS/SKINLESS THIN-SLICED	Conventional	Fresh	1,464	2.64 - 2.64	2.54 - 2.94	2.78
BREAST, BONELESS/SKINLESS, REGULAR PACK	Antibiotic Free	Fresh	732			6.12
BREAST, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	1,464	2.34 - 2.34	2.24 - 2.64	2.48
BREAST, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	1,464	2.54 - 2.54	2.44 - 2.84	2.68
CAPON	Conventional	Fresh	1,464	5.04 - 5.04	4.94 - 5.34	5.18
DRUMSTICKS, REGULAR PACK	Conventional	Fresh	1,464	1.04 - 1.04	0.94 - 1.34	1.18
DRUMSTICKS, VALUE PACK	Conventional	Fresh	1,464	1.03 - 1.03	0.93 - 1.33	1.17
DRUMSTICKS, VALUE PACK	Free Range	Fresh	732			4.81
LEG MEAT, BONELESS SKINLESS	Conventional	Fresh	1,464	1.10 - 1.10	1.00 - 1.40	1.24
LEG MEAT, BONELESS SKINLESS	Kosher	Fresh	732			4.88
LEG MEAT, BONELESS SKINLESS MARINATED	Conventional	Fresh	1,464	1.24 - 1.24	1.14 - 1.54	1.38
LEG QUARTERS, BAGGED	Conventional	Fresh	1,464	1.03 - 1.03	0.93 - 1.33	1.17
LEG QUARTERS, TRAY PACK	Conventional	Fresh	1,464	1.24 - 1.24	1.14 - 1.54	1.38
LEGS	Conventional	Fresh	1,464	1.10 - 1.10	1.00 - 1.40	1.24
THIGHS, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	1,464	2.64 - 2.64	2.54 - 2.94	2.78
THIGHS, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	1,464	2.54 - 2.54	2.44 - 2.84	2.68
THIGHS, REGULAR PACK	Conventional	Fresh	1,464	1.04 - 1.04	0.94 - 1.34	1.18
THIGHS, VALUE PACK	Conventional	Fresh	1,464	1.03 - 1.03	0.93 - 1.33	1.17
WHOLE WINGS	Conventional	Fresh	1,464	2.04 - 2.04	1.94 - 2.34	2.18

GROUND - DOLLARS PER LB

Fresh

GROUND	Conventional	Fresh	1,464	4.04 - 4.04	3.94 - 4.34	4.18
GROUND BREAST, 90-93%	Conventional	Fresh	1,464	5.04 - 5.04	4.94 - 5.34	5.18
GROUND BREAST, 98-100%	Conventional	Fresh	1,464	6.04 - 6.04	5.94 - 6.34	6.18
GROUND PATTIES	Conventional	Fresh	1,464	5.04 - 5.04	4.94 - 5.34	5.18



IQF - DOLLARS PER LB

Frozen

BREAST TENDERS, IQF	Conventional	Frozen	1,464	1.54 - 1.54	1.44 - 1.84	1.68
BREAST, BONELESS/SKINLESS, IQF	Conventional	Frozen	1,464	2.04 - 2.04	1.94 - 2.34	2.18
PARTY WINGS, IQF	Conventional	Frozen	1,464	2.54 - 2.54	2.44 - 2.84	2.68
WHOLE WINGS, IQF	Conventional	Frozen	1,464	2.54 - 2.54	2.44 - 2.84	2.68

PREPARED - DOLLARS EACH

Prepared

FRIED/BAKED CHICKEN, 8-PIECE MIX	Conventional	Prepared	732		10.04 - 10.44	10.23
FRIED/BAKED, 12-PIECE	Conventional	Prepared	732		12.04 - 12.44	12.23
FRIED/BAKED, 8-PIECE DARK	Conventional	Prepared	732		8.04 - 8.44	8.23
ROTISSERIE LEG QUARTER	Conventional	Prepared	732		2.54 - 2.94	2.73
ROTISSERIE WHOLE BREAST	Conventional	Prepared	732		5.04 - 5.44	5.23
ROTISSERIE WHOLE, 2.1-3.0 LBS.	Conventional	Prepared	732		9.04 - 9.44	9.23
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Conventional	Prepared	732		8.04 - 8.44	8.23
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Halal	Prepared	732			11.82

PREPARED - DOLLARS PER LB

Prepared

FRIED/BAKED BONE-IN WINGS	Conventional	Prepared	732		7.04 - 7.44	7.23
FRIED/BAKED BONELESS WINGS	Conventional	Prepared	732		6.04 - 6.44	6.23
FRIED/BAKED BREAST STRIPS	Conventional	Prepared	732		5.04 - 5.44	5.23
FRIED/BAKED BREAST TENDERS	Conventional	Prepared	732		8.04 - 8.44	8.23
FRIED/BAKED POPCORN CHICKEN	Conventional	Prepared	732		8.04 - 8.44	8.23

PREPARED - DOLLARS PER PIECE

Prepared

FRIED/BAKED CHICKEN, BULK PACK (\$/PIECE)	Conventional	Prepared	732		1.05 - 1.45	1.24
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SERVICE DELI - DOLLARS PER LB



<u>Prepared</u>						
SERVICE DELI CAT 1	Conventional	Prepared	732		10.04 - 10.44	10.23
SERVICE DELI CAT 1	Free Range Organic	Prepared	732			13.82
SERVICE DELI CAT 2	Conventional	Prepared	732		7.04 - 7.44	7.23

SELF-SERVICE DELI - DOLLARS EACH

<u>Prepared</u>						
SELF-SERVICE DELI TUB/POUCH 7-10 ounces	Conventional	Prepared	732		6.04 - 6.44	6.23

ALASKA (AK)

METRICS

	<u>Total Outlets</u>		<u>Feature Rate</u>		<u>Activity Index</u>	
Current Week	79		50.6%		2,360	
	<u>Environment</u>	<u>Condition</u>	<u>Stores</u>	<u>Processor Brand (\$)</u>	<u>Store Brand (\$)</u>	<u>Wtd Avg (\$)</u>

WHOLE - DOLLARS PER LB

<u>Fresh</u>						
CAPON	Conventional	Fresh	80	2.24 - 2.24	2.14 - 2.54	2.26
WHOLE BAGGED FRYER	Conventional	Fresh	80	1.04 - 1.04	0.94 - 1.34	1.06
WHOLE BAGGED FRYER	USDA Organic	Fresh	40			4.70
WHOLE BAGGED ROASTER	Conventional	Fresh	80	1.04 - 1.04	0.94 - 1.34	1.06
WHOLE BAKING HEN	Conventional	Fresh	80	1.24 - 1.24	1.14 - 1.54	1.26
WHOLE CORNISH HEN	Conventional	Fresh	80	2.24 - 2.24	2.14 - 2.54	2.26
WHOLE CUT-UP FRYER	Conventional	Fresh	80	1.15 - 1.15	1.05 - 1.45	1.17
WHOLE HEAVY FOWL	Conventional	Fresh	80	1.10 - 1.10	1.00 - 1.40	1.12
WHOLE LIGHT FOWL	Conventional	Fresh	80	1.14 - 1.14	1.04 - 1.44	1.16

PARTS - DOLLARS PER LB

<u>Fresh</u>						
9 PIECE COMBO, DRUM-THIGH-BREAST	Conventional	Fresh	80	2.24 - 2.24	2.14 - 2.54	2.26
9 PIECE COMBO, DRUM-THIGH-WING	Conventional	Fresh	80	2.34 - 2.34	2.24 - 2.64	2.36
BREAST CUTLETS/CHOPS	Conventional	Fresh	80	2.54 - 2.54	2.44 - 2.84	2.56
BREAST TENDERS, REGULAR PACK	Conventional	Fresh	80	2.54 - 2.54	2.44 - 2.84	2.56
BREAST TENDERS, VALUE PACK	Conventional	Fresh	80	2.44 - 2.44	2.34 - 2.74	2.46



BREAST, BONELESS/SKINLESS MARINATED	Conventional	Fresh	80	3.54 - 3.54	3.44 - 3.84	3.56
BREAST, BONELESS/SKINLESS THIN-SLICED	Conventional	Fresh	80	2.64 - 2.64	2.54 - 2.94	2.66
BREAST, BONELESS/SKINLESS, REGULAR PACK	Antibiotic Free	Fresh	40			6.00
BREAST, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	80	2.34 - 2.34	2.24 - 2.64	2.36
BREAST, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	80	2.54 - 2.54	2.44 - 2.84	2.56
CAPON	Conventional	Fresh	80	5.04 - 5.04	4.94 - 5.34	5.06
DRUMSTICKS, REGULAR PACK	Conventional	Fresh	80	1.04 - 1.04	0.94 - 1.34	1.06
DRUMSTICKS, VALUE PACK	Conventional	Fresh	80	1.03 - 1.03	0.93 - 1.33	1.05
DRUMSTICKS, VALUE PACK	Free Range	Fresh	40			4.69
LEG MEAT, BONELESS SKINLESS	Conventional	Fresh	80	1.10 - 1.10	1.00 - 1.40	1.12
LEG MEAT, BONELESS SKINLESS	Kosher	Fresh	40			4.76
LEG MEAT, BONELESS SKINLESS MARINATED	Conventional	Fresh	80	1.24 - 1.24	1.14 - 1.54	1.26
LEG QUARTERS, BAGGED	Conventional	Fresh	80	1.03 - 1.03	0.93 - 1.33	1.05
LEG QUARTERS, TRAY PACK	Conventional	Fresh	80	1.24 - 1.24	1.14 - 1.54	1.26
LEGS	Conventional	Fresh	80	1.10 - 1.10	1.00 - 1.40	1.12
THIGHS, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	80	2.64 - 2.64	2.54 - 2.94	2.66
THIGHS, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	80	2.54 - 2.54	2.44 - 2.84	2.56
THIGHS, REGULAR PACK	Conventional	Fresh	80	1.04 - 1.04	0.94 - 1.34	1.06
THIGHS, VALUE PACK	Conventional	Fresh	80	1.03 - 1.03	0.93 - 1.33	1.05
WHOLE WINGS	Conventional	Fresh	80	2.04 - 2.04	1.94 - 2.34	2.06

GROUND - DOLLARS PER LB

Fresh

GROUND	Conventional	Fresh	80	4.04 - 4.04	3.94 - 4.34	4.06
GROUND BREAST, 90-93%	Conventional	Fresh	80	5.04 - 5.04	4.94 - 5.34	5.06
GROUND BREAST, 98-100%	Conventional	Fresh	80	6.04 - 6.04	5.94 - 6.34	6.06
GROUND PATTIES	Conventional	Fresh	80	5.04 - 5.04	4.94 - 5.34	5.06

IQF - DOLLARS PER LB

Frozen

BREAST TENDERS, IQF	Conventional	Frozen	80	1.54 - 1.54	1.44 - 1.84	1.56
BREAST, BONELESS/SKINLESS, IQF	Conventional	Frozen	80	2.04 - 2.04	1.94 - 2.34	2.06
PARTY WINGS, IQF	Conventional	Frozen	80	2.54 - 2.54	2.44 - 2.84	2.56



WHOLE WINGS, IQF	Conventional	Frozen	80	2.54 - 2.54	2.44 - 2.84	2.56
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PREPARED - DOLLARS EACH

<u>Prepared</u>						
FRIED/BAKED CHICKEN, 8-PIECE MIX	Conventional	Prepared	40		10.04 - 10.44	10.11
FRIED/BAKED, 12-PIECE	Conventional	Prepared	40		12.04 - 12.44	12.11
FRIED/BAKED, 8-PIECE DARK	Conventional	Prepared	40		8.04 - 8.44	8.11
ROTISSERIE LEG QUARTER	Conventional	Prepared	40		2.54 - 2.94	2.61
ROTISSERIE WHOLE BREAST	Conventional	Prepared	40		5.04 - 5.44	5.11
ROTISSERIE WHOLE, 2.1-3.0 LBS.	Conventional	Prepared	40		9.04 - 9.44	9.11
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Conventional	Prepared	40		8.04 - 8.44	8.11
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Halal	Prepared	40			11.70

PREPARED - DOLLARS PER LB

<u>Prepared</u>						
FRIED/BAKED BONE-IN WINGS	Conventional	Prepared	40		7.04 - 7.44	7.11
FRIED/BAKED BONELESS WINGS	Conventional	Prepared	40		6.04 - 6.44	6.11
FRIED/BAKED BREAST STRIPS	Conventional	Prepared	40		5.04 - 5.44	5.11
FRIED/BAKED BREAST TENDERS	Conventional	Prepared	40		8.04 - 8.44	8.11
FRIED/BAKED POPCORN CHICKEN	Conventional	Prepared	40		8.04 - 8.44	8.11

PREPARED - DOLLARS PER PIECE

<u>Prepared</u>						
FRIED/BAKED CHICKEN, BULK PACK (\$/PIECE)	Conventional	Prepared	40		1.05 - 1.45	1.12

SERVICE DELI - DOLLARS PER LB

<u>Prepared</u>						
SERVICE DELI CAT 1	Conventional	Prepared	40		10.04 - 10.44	10.11
SERVICE DELI CAT 1	Free Range Organic	Prepared	40			13.70
SERVICE DELI CAT 2	Conventional	Prepared	40		7.04 - 7.44	7.11

SELF-SERVICE DELI - DOLLARS EACH



<u>Prepared</u>						
SELF-SERVICE DELI TUB/POUCH 7-10 ounces	Conventional	Prepared	40		6.04 - 6.44	6.11

HAWAII (HI)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	113	63.7%	4,248

Environment	Condition	Stores	Processor Brand (\$)	Store Brand (\$)	Wtd Avg (\$)
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WHOLE - DOLLARS PER LB

<u>Fresh</u>						
CAPON	Conventional	Fresh	144	2.24 - 2.24	2.14 - 2.54	2.33
WHOLE BAGGED FRYER	Conventional	Fresh	144	1.04 - 1.04	0.94 - 1.34	1.13
WHOLE BAGGED FRYER	USDA Organic	Fresh	72			4.77
WHOLE BAGGED ROASTER	Conventional	Fresh	144	1.04 - 1.04	0.94 - 1.34	1.13
WHOLE BAKING HEN	Conventional	Fresh	144	1.24 - 1.24	1.14 - 1.54	1.33
WHOLE CORNISH HEN	Conventional	Fresh	144	2.24 - 2.24	2.14 - 2.54	2.33
WHOLE CUT-UP FRYER	Conventional	Fresh	144	1.15 - 1.15	1.05 - 1.45	1.24
WHOLE HEAVY FOWL	Conventional	Fresh	144	1.10 - 1.10	1.00 - 1.40	1.19
WHOLE LIGHT FOWL	Conventional	Fresh	144	1.14 - 1.14	1.04 - 1.44	1.23

PARTS - DOLLARS PER LB

<u>Fresh</u>						
9 PIECE COMBO, DRUM-THIGH-BREAST	Conventional	Fresh	144	2.24 - 2.24	2.14 - 2.54	2.33
9 PIECE COMBO, DRUM-THIGH-WING	Conventional	Fresh	144	2.34 - 2.34	2.24 - 2.64	2.43
BREAST CUTLETS/CHOPS	Conventional	Fresh	144	2.54 - 2.54	2.44 - 2.84	2.63
BREAST TENDERS, REGULAR PACK	Conventional	Fresh	144	2.54 - 2.54	2.44 - 2.84	2.63
BREAST TENDERS, VALUE PACK	Conventional	Fresh	144	2.44 - 2.44	2.34 - 2.74	2.53
BREAST, BONELESS/SKINLESS MARINATED	Conventional	Fresh	144	3.54 - 3.54	3.44 - 3.84	3.63
BREAST, BONELESS/SKINLESS THIN-SLICED	Conventional	Fresh	144	2.64 - 2.64	2.54 - 2.94	2.73
BREAST, BONELESS/SKINLESS, REGULAR PACK	Antibiotic Free	Fresh	72			6.07
BREAST, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	144	2.34 - 2.34	2.24 - 2.64	2.43



BREAST, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	144	2.54 - 2.54	2.44 - 2.84	2.63
CAPON	Conventional	Fresh	144	5.04 - 5.04	4.94 - 5.34	5.13
DRUMSTICKS, REGULAR PACK	Conventional	Fresh	144	1.04 - 1.04	0.94 - 1.34	1.13
DRUMSTICKS, VALUE PACK	Conventional	Fresh	144	1.03 - 1.03	0.93 - 1.33	1.12
DRUMSTICKS, VALUE PACK	Free Range	Fresh	72			4.76
LEG MEAT, BONELESS SKINLESS	Conventional	Fresh	144	1.10 - 1.10	1.00 - 1.40	1.19
LEG MEAT, BONELESS SKINLESS	Kosher	Fresh	72			4.83
LEG MEAT, BONELESS SKINLESS MARINATED	Conventional	Fresh	144	1.24 - 1.24	1.14 - 1.54	1.33
LEG QUARTERS, BAGGED	Conventional	Fresh	144	1.03 - 1.03	0.93 - 1.33	1.12
LEG QUARTERS, TRAY PACK	Conventional	Fresh	144	1.24 - 1.24	1.14 - 1.54	1.33
LEGS	Conventional	Fresh	144	1.10 - 1.10	1.00 - 1.40	1.19
THIGHS, BONELESS/SKINLESS, REGULAR PACK	Conventional	Fresh	144	2.64 - 2.64	2.54 - 2.94	2.73
THIGHS, BONELESS/SKINLESS, VALUE PACK	Conventional	Fresh	144	2.54 - 2.54	2.44 - 2.84	2.63
THIGHS, REGULAR PACK	Conventional	Fresh	144	1.04 - 1.04	0.94 - 1.34	1.13
THIGHS, VALUE PACK	Conventional	Fresh	144	1.03 - 1.03	0.93 - 1.33	1.12
WHOLE WINGS	Conventional	Fresh	144	2.04 - 2.04	1.94 - 2.34	2.13

GROUND - DOLLARS PER LB

Fresh

GROUND	Conventional	Fresh	144	4.04 - 4.04	3.94 - 4.34	4.13
GROUND BREAST, 90-93%	Conventional	Fresh	144	5.04 - 5.04	4.94 - 5.34	5.13
GROUND BREAST, 98-100%	Conventional	Fresh	144	6.04 - 6.04	5.94 - 6.34	6.13
GROUND PATTIES	Conventional	Fresh	144	5.04 - 5.04	4.94 - 5.34	5.13

IQF - DOLLARS PER LB

Frozen

BREAST TENDERS, IQF	Conventional	Frozen	144	1.54 - 1.54	1.44 - 1.84	1.63
BREAST, BONELESS/SKINLESS, IQF	Conventional	Frozen	144	2.04 - 2.04	1.94 - 2.34	2.13
PARTY WINGS, IQF	Conventional	Frozen	144	2.54 - 2.54	2.44 - 2.84	2.63
WHOLE WINGS, IQF	Conventional	Frozen	144	2.54 - 2.54	2.44 - 2.84	2.63

PREPARED - DOLLARS EACH

Prepared

FRIED/BAKED CHICKEN, 8-PIECE MIX	Conventional	Prepared	72		10.04 - 10.44	10.18
FRIED/BAKED, 12-PIECE	Conventional	Prepared	72		12.04 - 12.44	12.18



FRIED/BAKED, 8-PIECE DARK	Conventional	Prepared	72	8.04 - 8.44	8.18
ROTISSERIE LEG QUARTER	Conventional	Prepared	72	2.54 - 2.94	2.68
ROTISSERIE WHOLE BREAST	Conventional	Prepared	72	5.04 - 5.44	5.18
ROTISSERIE WHOLE, 2.1-3.0 LBS.	Conventional	Prepared	72	9.04 - 9.44	9.18
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Conventional	Prepared	72	8.04 - 8.44	8.18
ROTISSERIE WHOLE, LESS THAN 2 LBS.	Halal	Prepared	72		11.77

PREPARED - DOLLARS PER LB

Prepared

FRIED/BAKED BONE-IN WINGS	Conventional	Prepared	72	7.04 - 7.44	7.18
FRIED/BAKED BONELESS WINGS	Conventional	Prepared	72	6.04 - 6.44	6.18
FRIED/BAKED BREAST STRIPS	Conventional	Prepared	72	5.04 - 5.44	5.18
FRIED/BAKED BREAST TENDERS	Conventional	Prepared	72	8.04 - 8.44	8.18
FRIED/BAKED POPCORN CHICKEN	Conventional	Prepared	72	8.04 - 8.44	8.18

PREPARED - DOLLARS PER PIECE

Prepared

FRIED/BAKED CHICKEN, BULK PACK (\$/PIECE)	Conventional	Prepared	72	1.05 - 1.45	1.19
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SERVICE DELI - DOLLARS PER LB

Prepared

SERVICE DELI CAT 1	Conventional	Prepared	72	10.04 - 10.44	10.18
SERVICE DELI CAT 1	Free Range Organic	Prepared	72		13.77
SERVICE DELI CAT 2	Conventional	Prepared	72	7.04 - 7.44	7.18

SELF-SERVICE DELI - DOLLARS EACH

Prepared

SELF-SERVICE DELI TUB/POUCH 7-10 ounces	Conventional	Prepared	72	6.04 - 6.44	6.18
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Foot Notes:

FEATURE RATE: the amount of sampled stores advertising any reported item during the current week, expressed as a 'percentage of the total sample.

ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

STORES/AVG: the number of advertising outlets and the weighted average price weighted by the respective number of outlets.

BRANDED: includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading & Certification Branch's Certified Beef programs.

NON-LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade.

USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. **Local:** Featured items labeled as "Local". **Grass Fed:** Featured items labeled as "Grass Fed".

Click here to view the Local and Organic Premium Report: <https://mymarketnews.ams.usda.gov/viewReport/2172>